Zhengyang Huang

Graphic Designer/ Webmaster Profile

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LinkedIn · Website · Project Highlights
Los Angeles, CA

Highly accomplished creator bringing unique combination of technical and creative talents to deliver effective graphics, video, and web interactions. Dynamic experience across marketing and education sectors with expertise in designing visual assets for web and marketing content. Strong passion for creating unique experiences using diverse mediums tailored for niche marketing and communication purposes. Excellent project management skills with demonstrated ability to lead multiple tasks simultaneously including planning, concept-building, coordination, troubleshooting, and problem-solving. Proven history of developing, designing, and managing higher education course content for better online learning experiences in Wordpress, as well as coordinating events, seminars, and meetings in Slack and Discord.

Education

Master of Fine Arts in Design Media Arts
UCLA, Los Angeles, CA
2021

Bachelor of Arts in Studio Arts
College of William and Mary, Williamsburg, VA
2019

Publications

Virtual Poster Exhibition
SLSA, 2021 (Link)

Image at Surface
Artsy, 2019

Transparency
Acropolis Art Journal, 2017

Solidarity
Acropolis Art Journal, 2017

Chaos // Disorder
Acropolis Art Journal, 2016

Soft Skills

- Concept Building
- Communication
- Teamwork
- Problem-Solving
- Flexibility
- Time Management
- Multi-tasking
- Detail-Oriented
- Organization Skills
- Creative Strategy

Technical Proficiencies

Graphic Design:	Digital and Print Design with Adobe Photoshop, Illustrator, InDesign, Acrobat, Photo Editing and Color Correction, Figma, Generative Imaging using Processing and RunwayML, Marketing and Brand Design, Design File Organization and Project Planning.
Web Design & Development:	UI and Interaction Design with Adobe XD, UI Animation made with CSS /Javascript, HTML, CSS, Javascript, Lottie Animation, JQuery, Webpack, Node.js, Visual Studio Code, Github, CMS Management including Wordpress and Squarespace, Content Design, SEO, content publishing through SFTP.
3D & Game Interactives:	Blender, Autodesk Maya, Adobe Substance Painter, Photogrammetry using Reality Capture, Topology Blending using R3D Wrap, Real-Time Interaction using Unity 3D and C#.
Videography & Motion Effects:	Video Shooting, Adobe After Effects, Premiere Pro, Audition, Audacity.
Microsoft Office:	Word, Excel, PowerPoint.

Career Experience

Global Talent Link, Stoughton, MA   **8/2021 – Present**
Visual Designer / Videographer

Conceptualize entirely new set of visuals from scratch, enhancing company image and presence both online and offline. These visuals involve *web* (responsive design using Divi Builder in Wordpress, customized HTML/CSS/Javascript, Lottie Animation made with After Effects, exported and programmed for web use), *video* (Adobe After Effects, Premiere Pro and Adobe Audition for voiceover processing), *illustrations* (used on social media, newsletter, slide deck, web, video, flyer), as well as *graphics fully utilizing team footage* and eliminating stock images. **Formulate** prototypes, images, and stories to demonstrate brand narratives and mission statement. **Employ** warm color grading in visuals to portray sense of community. **Synchronize** with web developer and marketing team to produce new layouts, graphics, user interface, and copy. **Illustrate** community flyer with QR code for print and digital formats.

- Harmonized with marketing team, service team, and in-house web developer to create new visual assets for respective marketing purposes including website, video, brand images (logo / infographics), slide deck, flyer, events footage, and social media, distinguishing GTL from competitive tutoring service providers by creating warmth and connection for the online learning community.
- Optimized website by reinvigorating visuals and interface, integrating animated features, and removing generic stock images.
- Played a key role in increasing peer advisor applications through engaging design of the company website and community flyers.
- Designed appealing newsletter, social media posts, and service slide deck to assist in attracting more students to purchase services.

Kindred Spirit, Los Angeles, CA   2/2022 – Present
Freelance Web Design/Development

Ideate through different designs and concepts for website improvements. **Revamp** website user flow, content, and generated web prototypes using Adobe XD and Illustrator. **Implement** designs with custom HTML/CSS on Squarespace and create within budget. **Apply** expert knowledge of design principles, disciplines, and methodologies to design visually effective website components. **Employ** exceptional interpersonal skills to engage with the client to specify needs, plan budget, exchange ideas, and present designs.

- Enhanced web page layouts, backgrounds, graphics, and developed new interactions, images, and web assets with customized HTML/CSS on Squarespace.
- Ensured alignment with company image, logo/core visual style and brand identity, resulting in cohesive and striking online presence.

Self-Initiated Creative Projects, Los Angeles, CA   5/2018 – Present
Freelance Web Design/Development

Execute multiple self-initiated creative projects both independently and collaboratively, **utilizing** diverse mediums namely, video production together with motion effects and VR videography, graphic design, web interaction and interface design, 3D art involving modeling, asset-building, shader-creation, and photogrammetry, as well as real-time responsive design using game engine.

- Resolved creative problems like sustaining audience engagements, converting viewers into participants, and facilitating follow-up throughout project lifecycles.
- Gained valuable experience in drafting and submitting proposals and visual materials for key grant, fellowship, academic conference, and exhibition applications.

UCLA, Los Angeles, CA   10/2019 – 8/2021
Lecturer (6/2021 – 8/2021)
Teaching Assistant (10/2019 – 6/2021)

Compose and deliver course content and resources. **Design and develop** course website on Wordpress, as well as exhibit student projects online to **cultivate** motivational and innovative remote learning environment. **Instruct** DESMA 24 Motion course (https://classes.dma.ucla.edu/Summer21/24/) on theory and practice of motion graphics including video making and editing, 3D modeling and animation, as well as GAN generated images. **Assist** instruction on digital media arts courses. **Host** learning sessions and created tutorials for Autodesk Maya, Adobe After Effects, Premiere Pro, and RunwayML. **Present** lectures, discussions, screenings, critiques to expand student knowledge and encourage critical thinking on moving images. **Lead** weekly lectures/discussions/critique, designing syllabus, create tutorials. **Develop, design, and manage** (course) content for better online (learning) experiences in Wordpress, as well as my coordinating skills through Slack/Discord for events, talks, meetings.

- Aided students in acquiring solid understanding of media art, moving images and video arts produced by dynamic groups of artists.
- Provided practical experience in experimenting with several tools and software as well as creating projects.

Courses Presented:
- Media Arts - Introduction
- Motion (https://classes.dma.ucla.edu/Winter20/24/)
- Special Topics: Cultural Appropriation with Machine Learning
- Design Culture
- Video (https://classes.dma.ucla.edu/Spring21/153/)

Exhibitions

Air, Water, Fire | SLSA 2021 (Society for Literature, Science, and The Arts,), Penny W. Stamps School of Art & Design at the University of Michigan, Ann Arbor, https://stamps.umich.edu/events/slsa-exhibit, 10/2021
Air, Water, Fire | The Last Online Show, D|MA MFA show, http://projects.dma.ucla.edu/exhibitions/mfa2021/2020/10/13/zhengyang/, 5/2021
Air | Solo show in collaboration, online, D|MA, 2/2021
Share Screen | D|MA Fall Preview Show, https://projects.dma.ucla.edu/exhibitions/sharescreen/, 10/2020
Image at Surface | Solo show at Linda Matney Gallery, Williamsburg VA, 4/2019
Capstone Show | Group show at Williamsburg Contemporary Art Center, Williamsburg VA, 2/2019
A Sense of Occasion | Group show at Andrews Gallery, Williamsburg VA, 05/2019
Transposition: Asian Cultures | Group show at Linda Matney Gallery, Williamsburg VA, 02/2018

Awards

Clifton Webb Scholarship, School of Arts & Architecture, UCLA, 01/2021 - 06/2021
Dr. Hyuman Eugene Oxman & Frieda Dreyer Oxman Fellowship Fund, School of Arts & Architecture, UCLA, 01/2021 - 06/2021
Dean's Graduate Scholarship, D|MA, School of Arts & Architecture, UCLA, 09/2020 - 06/2021
Alumni Association Award, College of William and Mary, 06/2019
Honors Research Project Fellowship, College of William and Mary, 08/2018 - 05/2019
The Joseph Palin Thorley Memorial Scholarship for the Study of Art, College of William and Mary
Initiated as a member of Phi Beta Kappa, Alpha of Virginia at the College of William and Mary, 12/05/2018
The Joseph Palin Thorley Memorial Scholarship for the Study of Art, College of William and Mary, 2017
Roy R. Charles Grant for Semester Independent Study, College of William and Mary, 2017